

UNDERSTANDING ROCHESTER TRAVEL DEMAND IN LIGHT OF DESTINATION MEDICAL CENTER AND DOWNTOWN MASTER PLAN GOALS

JUNE 2015

Concerns raised at recent meetings have indicated possible misunderstanding of the goals established in the Rochester Downtown Master Plan (RDMP) and the Destination Medical Center Development Plan (DMC) regarding the need to reduce the level of single occupant private vehicle travel in downtown Rochester in the future and what the effect of this will be on travel throughout the urban area. This briefing paper will clarify the travel reduction goal, why the goal was established, how it could be achieved and its effect on travel demand outside of the DMC/RDMP development area.

What is the Travel Reduction Goal?

Both the RDMP and the DMC Plans set a goal to reduce the share of single occupant work trips in the DMC/RDMP Development area by 30% over the next 20 years. It is important to highlight this goal applies to only TRIPS TO WORK IN THE DMC area, not all travel in the urban area.

What share of overall travel does the downtown work trip account for in Rochester?

Travel to work accounts for about 20 to 25% of all trips in the urban area during a typical work day. In Rochester, approximately 45% of all jobs are located in the DMC area. Applying the 30% travel reduction goal to 45% (the DMC area share of work trips) of 25% (work trips as a share of all trips) results in a shift that would **affect 3-4% of all trips made in the urban area**, as shown in Figure 1 for current traffic conditions.

Why is this travel goal important?

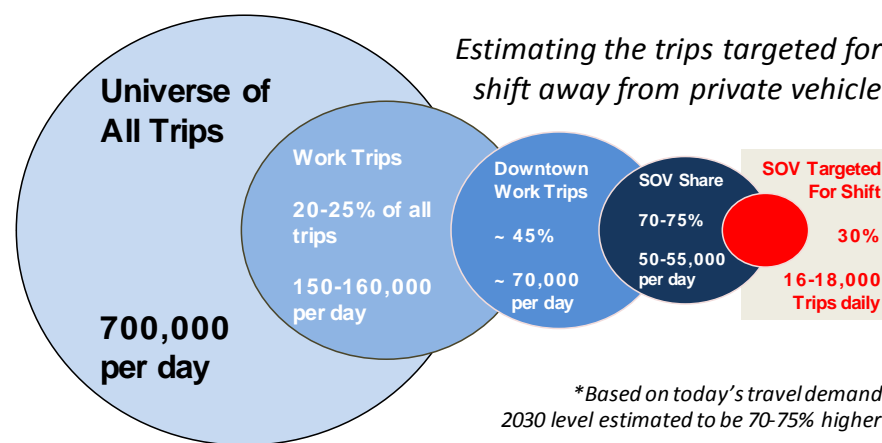
The street network serving downtown has limited ability to expand to handle the traffic increases that would accompany a possible doubling of downtown employment and the increased customer and visitor activity that would occur with this employment growth. The impact would be most noticeable along the limited number of arterial street entry points into downtown and would require utilization of a significant amount of downtown high value land for parking.

Why is the work trip targeted?

The importance of the work trip is that it is disproportionately represented in the peak periods of morning and afternoon travel. These are the periods in which the capacity of the downtown street network is particularly at risk from congestion due to growth in traffic exceeding the capacity of the street network.

Will a reduction in other types of travel be expected?

Figure 1: if mode shift happened with TODAY's traffic



The DMC and RDMP Plans anticipate that while other trip types are not specifically targeted there will be synergies achieved through the measures implemented that will potentially reduce non-work traffic within the downtown area by 10 to 15%.

How can the trip reduction goal be achieved?

Key measures in a multi-pronged strategy to achieve the trip reduction goals include:

- higher frequency, higher quality urban transit and expanded regional commuter bus services;
- implementation of a downtown circulator service to support a Park Once philosophy with increased parking near the periphery of downtown;
- A 200 to 300% increase in downtown housing to provide more opportunity for workers to live near where they work;
- A more robust park and ride system with more available parking outside of downtown linked to the Central Business District with high quality express transit.

What will be the effect on downtown traffic?

Analysis completed during work on the DMC Development Plan indicated that traffic levels in the DMC/RDMP Development Area will be 23 % lower if the trip reduction measures described in the previous question are successful as highlighted in Figure 2.

Will the same level of reduction occur in areas outside of downtown?

No. The level of traffic reduction in any single subarea outside of downtown will not be anywhere near as significant as the downtown reduction. The benefit to downtown is achieved by the aggregated

effects of small changes in mode shift throughout the urban and regional area which get magnified when approaching the downtown area.

As shown in Figure 2, expected levels of traffic for trips outside of the DMC area are only estimated to be on the order of 2-3% lower if the mode shift goals set for the DMC area are achieved, due to increased transit service availability on routes servicing park and ride sites and other anticipated transit enhancements attracting some additional users for non-downtown trips

Are there other key policy efforts that will help contribute to the goal?

Rochester is in the process of updating its Comprehensive City Plan which is exploring land use concepts (such as more mixed use development or higher intensity development in transit-oriented corridors and nodes) that could create conditions for an increased share of urban travel in modes other than private single occupant vehicles.

Figure 2: Mode Shift with FUTURE Traffic

| Estimate of Total Daily trips & Percentage Change in Trips | DMC Area | Outside DMC Area | Total in Urban Area |
|--|-------------|------------------|---------------------|
| Current Year Trips | 165,000 | 535,000 | 700,000 |
| 2040 Trips / Business as Usual | 240,000 | 970,000 | 1,210,000 |
| 2040 Trips with Mode Shift Goal Achieved | 185,000 | 955,000 | 1,140,000 |
| % change in trips thru 2040 in Trips under Business as Usual | 45% | 81% | 73% |
| 2040 Reduction in each Area if Mode Shift Goal Achieved | -23% | -2% | -6% |
| % Growth in trips thru 2040 with Mode Shift Goal Achieved | 12% | 79% | 63% |